

Request for Proposal Overview

- **Packages**
 - F&B - Five Large Multi Store location Packages (Pkgs 1-5)
 - Four Small packages of 2-3 store locations (Pkgs 6-9)
 - Retail – 2 Multi Store Packages on Concourse E & F
- **Term**
 - F&B -10 year + 3 year renewal City option
 - Retail - 7 year term + 3 year renewal City option
- **Win Limitations –**
 - F&B - 2 for packages 1-5 and 1 of package 6-9
 - Retail – 1 package
- **Rent to be paid greater of MAG or Percentage Rent**
 - MAG – 1st year proposed by Proponent with Maximum Set in RFP
 - Percentage Rent
 - F&B – Set by Category in RFP
 - Retail – Minimum set by Category in RFP

Proposals Received

- **Food & Beverage Packages 1 – 5**
 - 32 proposals received
 - 8 Proponents
 - 2 Atlanta Based Proponents
- **Food & Beverage Packages 6 - 9**
 - 68 Proposals received
 - 32 Proponents
 - Some were deemed non-responsive by DOP prior to scoring
 - 20 Atlanta Based Proponents
- **Retail 1 – 2**
 - 7 proposals received
 - 5 Proponents
 - 1 Atlanta Based Proponent

Atlanta/Georgia/Southeast "Sense of Place"

Concept	Operator/Entity	Street Location
Sweet Georgia Juke Joint	Global Concessions	Concourse C & Peachtree St
The Pecan (2 locations)	Global Concessions & Host+ATLchefsJV3	Main Street, College Park
Varasano's Pizzeria	Hojeij Branded Foods Inc.	Peachtree Road, Atlanta
Jekyll Island Seafood Company	Global Concessions	Developed for HJAIA
Atlanta Hawks Highlight Factory	MBF Verge JV, LLC	Phillips Arena
Piece of Cake	Hojeij Branded Foods, Inc.	5 locations in Atlanta
Sweet on Georgia Candy Bar	Host+ATLchefs JV3	None
The original El Taco (2 locations)	Host+ATLchefs JV3 & JV5	N. Highland Ave, Atlanta
YEAH! Burger	Host+ATLchefs JV5	2 locations in Atlanta
Willy's Mexican Grill	Concessions/H&H JV	8 in Atlanta and Athens also in Gainesville, FL
Grindhouse Killer Burgers	DNCTHS Atlanta Partners	2 locations in Atlanta
Spanx	Paradies-Atlanta II, LLC	Headquartered in Atlanta

Atlanta/Georgia/Southeast "Sense of Place"

Concept	Operator/Entity	Street Location
Chick Fil A (2 locations)	Hojeij Branded Foods & Host+ATLchefs JV3	Hapeville, GA (1 st location) National
Goldberg's Bagels/Deli (4 locations)	Hojeij Branded Foods & Paradies ATL II JV Retail	Roswell Road, Atlanta, GA
Shane's Rib Shack	Host+ATLchefs JV5	McDonough, GA (1 st location)
Real Chow Baby	Host+ATLchefs JV3	Howell Mill Rd, Atlanta, GA
TWIST	Concessions/H&H	Peachtree Rd, Atlanta, GA
ECCO	Host+ATLchefs JV3	7 th Street, Atlanta (midtown)
Paschals	Concessions/H&H	Northside Drive, Atlanta, GA
The Varsity	Host+ATLchefs JV3	North Avenue, Atlanta, GA
Georgia Grown	DNC THS Atlanta Partners	None
Chin Chin Hartsfield	DNC THS Atlanta Partners	Many location, custom location for Hartsfield
Atlanta Chop House	Host+ATLchefs JV5	Many locations, custom location at Hartsfield

Evaluation of Proposals

RELATIVE WEIGHT	GRADED ITEM	Responsible Party
20	Concept/Organization/General Capacity/Facility	Evaluation Team
20	Business Plan	Evaluation Team
20	Overall Project Experience and Performance	Evaluation Team
20	Financial Offer	Dept of Procurement
5	Financial Statement and Capability	Dept of Finance
15	Airport Concessions Disadvantaged Business Enterprise Goals	OCC
100%	TOTAL SCORE	Dept of Procurement

Collaborative Scoring

- Collaborative Scoring Process supervised by the Department of Procurement
- Teams of 5 Department of Aviation Supervisors and Managers, not including:
 - General Manager
 - Dept of Aviation Senior Staff Members
 - Mayor's office
- All Qualified Proposal Evaluated and Scored as described in the RFP
- Evaluator training conducted in April and June 2011 by Department of Procurement and Air Projects